

# Helping Companies to Innovate Responsibly

Responsible Innovation:  
Industrial Biotechnology and Engineering Biology

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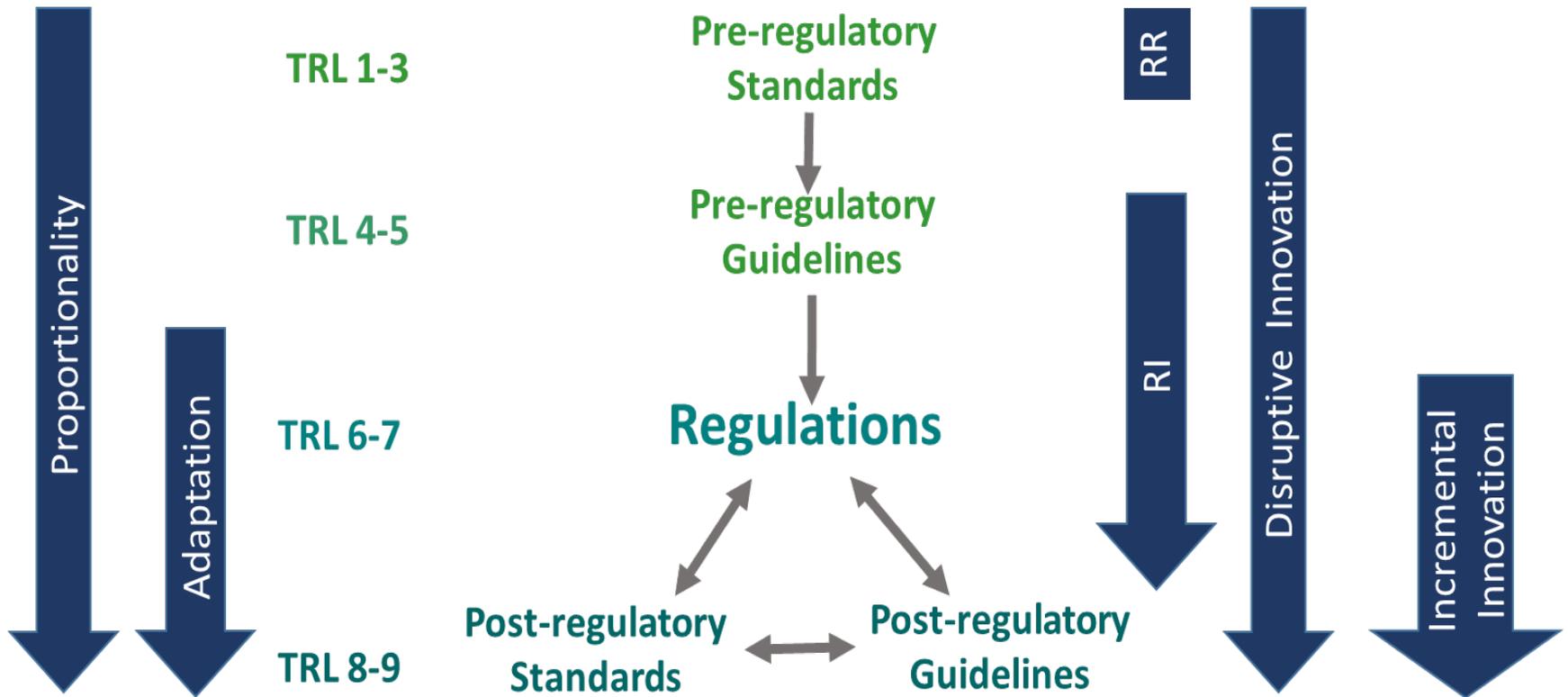
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# Proportionate and Adaptive Governance of Innovative Technologies (PAGIT)



# Why might companies be reluctant to undertake a formal Responsible Innovation approach?

- Lack of guidance on what's required for a RI approach;
- Requirement to engage with public stakeholders and NGOs and concerns about possible loss of control over messaging about their innovation and over its further development;
- Large companies feeling that they know it all already;
- Small companies lacking the resources to take on the additional demands on time and resources.

# British Standards Institution (BSI) – PAS 440 Responsible Innovation

PAS 440:2020

Responsible innovation –  
Guide



bsi.

“This PAS provides a framework to help innovators to work through the demands of innovating in a responsible manner and demonstrating how this has been done. It is intended as a practical guide that adds value to the innovation process and helps to improve the robustness with which potential problems can be addressed. It also attempts to be realistic about the demands on company resources (time and money) in often fiercely competitive environments.”



[https://pages.bsigroup.com/l/35972/2020-03-17/2cgcnc1?utm\\_source=pardot&utm\\_medium=email&utm\\_campaign=SM-STAN-LAU-PAS-PAS440-2003](https://pages.bsigroup.com/l/35972/2020-03-17/2cgcnc1?utm_source=pardot&utm_medium=email&utm_campaign=SM-STAN-LAU-PAS-PAS440-2003)

# What could companies gain from undertaking Responsible Innovation?

**Ability to demonstrate clearly what has been done to comply with RI requirements.**

- Long-term cost and risk reductions;
- More resilient new offerings to potential customers;
- Improved trust and maintenance of social license to operate;
- Improved relations with investors and greater investor confidence;
- Greater attractiveness as an employer;
- Better supply chain relationships;
- Improved reputation and brand value;
- Increased innovation capabilities;
- Improved ability to communicate the value of products and services;
- Better relationships with governments, regulators and local communities.

# What sets PAS 440 apart from other RI approaches

1. Clear set of principles delineating what is required, including how to balance potentially competing principles;
2. Recognition that RI will be different at different stages of innovation development (e.g. TRLs), and for different types of innovation (disruptive and incremental);
3. Accommodates the relative capacities of large and small companies;
4. Includes a framework to demonstrate publicly how the RI approach has been implemented by the company;
5. Incorporates the need to be aware of, and to comply with all relevant regulations and standards;
6. Includes guidance for stakeholder engagement covering a variety of circumstances.



## Applying PAS 440

Two case studies (SMEs) in the industrial biotechnology area – main take-home messages:

1. Although PAS 440 had the potential to improve their reputation, brand value, and stakeholder relationships, they could only justify the time spent on it if it had a measurable benefit for the company; there is a case for having an overarching body, e.g. IBioIC, take on a RI initiative on behalf of a group of small companies.
2. A company applying an RI standard would be better able to cope with the challenges of a rapidly evolving innovation ecosystem; the flexibility and adaptability of PAS 440 would simplify the process of integrating different stakeholder perspectives; there is also a benefit if PAS 440 fosters wider recognition of RI throughout the industrial biotechnology community.



Beyond companies, who else needs to  
be responsible?

Thank you



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